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## press

### press releases

#### MUSICMATCH DELIVERS BREAKTHROUGH MUSIC PERSONALIZATION SERVICE IN NEW MUSICMATCH JUKEBOX

*MusicMatch Jukebox 5.0 Beta Provides the World's First Integrated Community-Based Music Matching Engine; Also adds Online Album Notes, Artist's Bios and Sample Clips, and Seamless Integrated CD-Burning*

**San Diego, CA - February 22, 2000** - MusicMatch, Inc., makers of the award winning MusicMatch Jukebox, today announced the public beta release of its next generation software, featuring the world's first community-based music matching engine. MusicMatch Jukebox 5.0 promises to be the most powerful method on the web for matching people to the music they are most interested in.

The new service is based on MusicMatch's proprietary matching engine and approximately 150 million play records voluntarily uploaded by the MusicMatch user community. All logs are uploaded by MusicMatch Jukebox users who have chosen to "opt in" to the personalization service. The MusicMatch matching engine analyzes complex multidimensional relationships between these millions of play records to provide MusicMatch Jukebox users with uniquely valuable recommendations for new music. MusicMatch Jukebox users can choose to receive recommendations that match the music they are listening to at any given time, or recommendations based on their overall listening history. Recommendations are presented in the new "MusicMatch Guide", a dynamic window within the jukebox.

According to Bill Caid, MusicMatch's VP of Internet Services, "Traditional, generic personalization engines typically rely on simple correlations, and tend to provide recommendations that lack variety and are dominated by the most popular artists. MusicMatch's service determines the more subtle and complex relationships that attract the same listeners to very different types of music. We believe that MusicMatch's recommendations are more eclectic, comprehensive and interesting than recommendations from any other source."

MusicMatch is also the first jukebox to integrate rich online artist and album information into its digital audio player. Through relationships with Muze and Intervu, MusicMatch allows its users to automatically pull up on-line artist biographies and album notes from the Encyclopedia of Popular Music, along with cover art, 30 second sample clips and "buy CD" links. The online information is presented real-time to match music the user is listening to at any given time, or to match the recommendations that interest them. While the recommendations initially include published CDs available from online music retailers, downloadable free and "for pay" downloadable music from online music sites will be added in the coming weeks.

MusicMatch Jukebox 5.0 also provides the world's first comprehensive listener-based charts service, which displays the albums and artists that people are actually listening to every day. The service is based on the approximately 2.5 million play records MusicMatch receives daily from its international user community, and shows the 500 most popular albums and artists that people are actually listening to every day. The MusicMatch charts provide a unique insight into what is truly the world's most popular music.

MusicMatch Jukebox 5.0 also adds a fully integrated CD recording software solution. Users with supported CD-Rs can now burn custom music CDs simply by defining a playlist through the normal MusicMatch Jukebox player interface, clicking the CD-R button, and then clicking "create CD". Users can burn custom music or data CDs on the fly from within the jukebox without having to create large, intermediate WAV files or downloading and installing separate modules. The new solution supports MP3-to-Redbook Audio conversion and data CD burning, allowing users to create custom CDs that play in regular audio CD players, or data CDs that store around 150 MP3 and Windows Media files.

MusicMatch Jukebox Plus users can now easily print CD jewel case inserts with artwork for custom CDs, adding yet another level of personalization to the user experience. The new jukebox also offers library/playlist printing, an improved equalizer, WAV playback support, and plug-in support for Rio, Nomad, Memcorp, Lyra, and Soulmate portable hardware players.

We believe that music is one of the most under-consumed products in the world, primarily because it's so difficult for people to find and buy the music that matches their tastes", said Dennis Mudd, CEO of MusicMatch. "We address this problem by using the power of the MusicMatch community to provide our users with truly valuable recommendations for new music. With the new matching services, MusicMatch Jukebox gives people more control than has ever been possible over how they find, buy and experience their music"

Descriptions of key features found in MusicMatch Jukebox :

- NEW: Net Music "MusicMatch Guide" Integrated into MusicMatch Jukebox - Provides individually personalized recommendations for new music that matches the user's listening profile; charts that show the "most listened to" artists and albums, and a unique music search and browse capability.
- NEW: On-Line Track Information Window - Through its relationships with Muze and Intervu, MusicMatch Jukebox 5.0 is able to display rich on-line information about songs as they are being played. Users can simply drag a song into the playlist, click the "Online" button in the Track Information Window, and the program will display the relevant artist biography, album notes, sample clips and "Buy CD" links. Users are shown additional music they're likely to enjoy if they like the current selection. The recommendations are based on the MusicMatch community listening preferences.
- NEW: CD Burning - Consumers can now burn WMA, WAV and MP3 files directly to CD Writers to create compilation music or data CDs. The fully integrated solution allows on-the-fly conversion from MP3 to Redbook Audio, without creating huge intermediate WAV files and requiring allocation of hundreds of megabytes of disk swap space. MusicMatch Jukebox Plus users can also easily print custom CD inserts for their CDs.
- NEW: Portable Player Plug-ins - MusicMatch Jukebox offers support for multiple portable audio devices, including: Rio, Nomad, Memcorp, Lyra, and Soulmate.
- NEW: AutoUpdate Feature. Through its relationship with Marimba, MusicMatch Jukebox users can now update their software without downloading an entire new version. Updated files can be easily downloaded in background.
- Net Radio (powered by Hiwire.com) - The only jukebox with an integrated Net Radio tuner, it gives users access to thousands of Internet Radio sites, sorted by country, city or nearly one hundred genres.
- Integrated Windows Media Video - Thousands of music-related video files in the Windows Media format are easily accessible in the Media window. Unique resizable window and the ability to add video content in playlists gives the most flexible environment for video in any jukebox.
- Fraunhofer MP3 Encoder - MusicMatch Jukebox now provides customers with richer and clearer sound quality and faster digital audio extraction (ripping) capabilities, making MusicMatch one of the fastest jukebox solutions on the market.
- MP3 and WMA Streaming - Users with high-speed Internet access can stream and play hundreds of thousands of CD-quality MP3 and WMA files found on Web sites. Streamed playlists can be saved and played back at a later time, or shared with others.
- Mixed Local and Streaming Play Lists - Users can easily create and save individual playlists comprised of streamed and downloaded tracks and videos, and tracks digitally recorded from their own CD, vinyl and cassette collections.
- Multiple Format Support - MusicMatch was the first company to create a special version of its software to support Windows Media Audio. The program also supports MP3, MP2, CD Audio and WAV.
- Downloadable Themes - A number of professionally designed GUI interface themes are now available from an integrated window within the player. Users can view and download the themes into the MusicMatch Jukebox player instantly. Themes apply not only to the player portion of MusicMatch but to the Recorder, Information, Music Library and "Net Music" components, for true interface customization.
- Unlimited Encoding - Complete "near-CD quality" MP3 and WMA encoders give users the ability to record an unlimited number of audio files at up to 96kbps.

Descriptions of key features found in MusicMatch Jukebox Plus include:

- NEW: printing capabilities - Users can print contents from both playlist and music library, as well as print jewel case covers as part of the create CD process.
- NEW: Faster CD creation - Burning CDs can be faster than ever, with the ability to record up to the maximum speed of their CD-R burner (from 2 to 6 times faster, based on the user's hardware).
- NEW: Improved MP3 Equalizer features - MusicMatch lets consumers take control of their music by letting them customize the sound quality to adjust to their preferences.
- Unlimited Encoding - Complete "CD quality" MP3 and WMA encoders give users the ability to record an unlimited number of audio files at up to 320kbps.

#### About MusicMatch Jukebox

MusicMatch Jukebox is the world's first personal jukebox software. It lets users build extensive collections of CD-quality digital music downloaded from the Internet and recorded from music CDs, vinyl and cassette tapes. MusicMatch Jukebox lets users organize all of their tracks in a digital music database on their PC, create custom playlists and play them on their PC in CD-quality. It is also the first jukebox software to offer personalized music recommendations to its users and an integrated Net Radio tuner. MusicMatch Jukebox is one of the world's most popular audio software programs, downloaded by over 1 million people each month. It is currently bundled with a number of hardware devices, including Creative Labs' NOMAD portable MP3 players and Sound Blaster Live! sound cards, and with select Dell® Dimension® and HP Pavilion PCs.

#### ABOUT MUSICMATCH, INC.

MusicMatch ([www.musicmatch.com](http://www.musicmatch.com)) develops digital audio software that lets people take control over how they access and listen to their music. The company's award-winning MusicMatch Jukebox software turns a PC into a powerful component of a user's stereo system. The company was incorporated in February 1997, and is headquartered in San Diego. MusicMatch is 20 percent owned by Thomson Multimedia Inc. Together with Fraunhofer IIS, Thomson was the co-developer of the MP3 technology and ranks No. 1 in the United States and No. 4 in Europe in sales of consumer electronics.

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